

# Near-Term Focus on Outreach Strategies

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**Mat Heyman**

NIST Chief of Staff

Visiting Committee on Advanced Technology

June 8, 2004

# Agenda Outline

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- Why do outreach?
- Key messages
- Brief overview of recent high-level activities
- Evidence of success
- Compare with VCAT observations and outreach experiences

# Why Do Outreach?

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- Better reflect customers' priorities
- Leverage resources through partnerships
- Better use of NIST results
- Help educate stakeholders and boost support

# NIST-wide Key Message

NIST Enables Innovation,  
Trade, Security, Jobs

- Responsive to VCAT observations
- Focused on stakeholder priorities
- Using and testing now

# Strategic Outreach

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- Recent Key Engagements
  - House Science Committee Hearing on NIST
  - Visit by Rep. Frank Wolf
  - Visit by Sen. Barbara Mikulski
  - Visit by House Government Reform and Speaker's Staff
  - Visit by House Manufacturing Caucus Staff
  - Hill briefing on NIST fire research
  - Multiple Meetings with Congressional Staff
  - Visit to RI: Sen. Reed, Rep. Kennedy

# Strategic Outreach

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- Recent Key Engagements (cont.)
  - Coalition for NIST
  - Visit by Automotive Industries Action Group
  - Visit by Texas Universities Consortium
  - IRI Annual Meeting
  - Homeland Security Dialogue Forum
  - Visit by Caterpillar
  - Visit to United Technologies
  - Visit by General Motors

# Strategic Outreach

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- Pending Key Engagements (June)
  - NACFAM Conference
  - AML Dedication
  - Visit to Dartmouth with Sen. Judd Gregg

# Strategic Outreach

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- Recent and Pending Agreements
  - Northern Virginia Technology Council
  - Department of Defense
  - U.S. Chemical Safety Board
  - National Cancer Institute
  - University of Illinois



# Support for NIST

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➤ Latest statements of support:

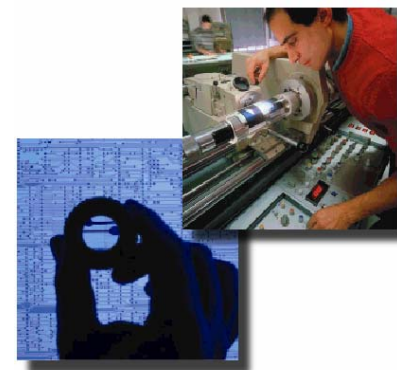
- NAM, NACFAM, NTMA, Modernization Forum, U.S. Chamber of Commerce and 57 other organizations
- IEEE
- Industrial Research Institute
- Electronic Industries Association of America
- Information Technology Association of America
- International Code Council
- U.S. Fuel Cell Council
- Semiconductor Industry Association
- National Fire Protection Association
- Zyvex Corp.
- Cogent Systems
- DuPont

# Support for NIST

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Latest letters of support (cont.):

- Manufacturing Extension Partnership
  - 54 Senators to DOC to reprogram funds
  - 58 Senators and 203 House Members to appropriators seeking relief in FY 2004
  - 161 House Members to President seeking relief in FY 2004
  - 45 of 53 CA House Members to appropriators seeking relief in FY 2004
  - 53 Senators and 162 House Members to appropriators seeking restoration in FY 2005
  - National Governors Association to House and Senate on FY 2005
  - NAM-led group to House and Senate on FY 2005



# Support for NIST



ASTRA, The Alliance for Science & Technology Research in America  
1155 16th Street, N.W.  
Washington, D.C. 20036

April 21, 2004

The Hon. J. Dennis Hastert  
Speaker of the House  
U.S. House of Representatives  
235 Cannon House Office Building  
Washington, D.C. 20515

Dear Mr. Speaker:

The undersigned companies, associations, universities, professional societies and individuals write to you representing more than one million scientists and engineers, and 90 percent of America's industrial capacity. We urge Congress to increase investment in the National Institute of Standards and Technology (NIST), which is vital to our industrial innovation, global competitiveness, and national security.

We support the Administration's request to provide \$422 million for NIST's Laboratory Program. While seemingly high, a 25% increase in large measure will only partly compensate for damaging cuts during FY 2004. Moreover, we oppose the proposed termination of the Advanced Technology Program and recent cuts to the Manufacturing Extension Partnership.

Sustaining the documented success of the ATP and MEP efforts will require FY 2005 appropriations of at least FY 2003 levels for these programs (\$179 and \$106 million, respectively). In the last two years, the House has passed three NIST authorizations—for enterprise integration, cybersecurity, and nanotechnology—and we call for these programs to also be properly funded.

**NIST Laboratories.** The world-leading standards and measurement work carried on by NIST for a century underlies every test or experiment carried out in industry and higher education and provides the foundation for U.S. quality control.

Any list of specific applications is lengthy and impressive and includes: building and fire research, including smoke detector sensitivity, thus preventing deaths every year and dealing with the terrorist threat; bullet-proof body armor; precision machining and semiconductor manufacturing in particular; nanotechnology; cybersecurity; voting technology; fuel composition; and the energy efficiency of appliances. Moreover, the appropriation from Congress provides a foundation for NIST laboratories to conduct critical, and compensated, work on behalf of numerous other Executive Branch agencies.

Many independent studies show that every dollar invested in NIST measurement and standards programs returns at least three dollars in national economic benefits. In the last few years, NIST scientists garnered two Nobel prizes in physics, yet the cuts in the FY '04 budget guarantee a significant reduction in force. Also not to be overlooked are the **Baldridge Quality Award**, and the need to fund multiple new assignments to NIST under the Administration's manufacturing initiative.

**Advanced Technology Program (ATP).** This program addresses the short-term focus of capital markets that makes it extremely hard for businesses to find funding for promising but long-term and high-risk projects. It marries two time-tested government funding mechanisms: the peer review of scientific grants, and the cost-sharing mechanism typical of weapons development programs.

The resulting ATP program has worked so well that several other nations have copied it. About 75 percent of ATP grants are awarded to small businesses. World "firsts" that have issued from ATP grants include laser-guided boring, digital X-ray and mammography, and corn-derived polymers. A National Academy of Sciences Panel recently concluded, "The ATP is an effective government-industry program."

## Coalition for NIST Funding

Support Signatures for NIST Funding Letter  
to U.S. House Speaker Dennis Hastert — April 21, 2004  
Bolded Entry indicates Endorsing Organization or Individual

Ron Cohen, MD, President and CEO, **Acorda Therapeutics**, Hawthorne, NY  
Raymond D. Henman, President and CEO, **Advanced Systems Research, Inc.**, Pasadena, CA  
Advanced Technology Institute, Charleston, SC  
Mani-Anthony Signorino, Counsel, Technology & Environmental Policy, **A&A - Advancing the Business of Technology** (American Electronics Association), Washington, DC  
Agilent Technologies, Palo Alto, CA  
Aurikel, Plano, Texas  
Michael H. Skillingberg, Vice President, Technology, **The Aluminum Association, Inc.**, Cincinnati, OH  
Dr. Peter S. Unger, President, **American Association for Laboratory Accreditation (A2LA)**, Frederick, MD  
American Association of State Highway & Transportation Officials (AASHTO), Washington, DC  
American Chemical Society, Washington, DC  
American Dental Association, Washington, DC

David L. Kamel, Vice President, Public Policy and Government Affairs, **American National Standards Institute (ANSI)**, Washington DC 20036  
Jonathan Kurte, Government Relations Director, **AMT - The Association for Manufacturing Technology**, McLean, VA  
Daria Maybenko, Ph.D., CTRP Research Scientist, **Applied Science Corp.**, Materials Park, OH  
Dr. Mary Good, Chairman, **ASTRA, The Alliance for Science & Technology Research in America**, Washington, DC  
Dr. Stanley Satz, Biomaterials, Inc., Miami, FL  
John P. Barker, President, **AP Research, Inc.**, Dayton, OH  
Clayborne Pearson Campbell, President, **AP Research, Inc.**, Dayton, OH  
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## Coalition for NIST Funding

Electric Power Research Institute (EPRI), Atlanta, VA  
John P. Barker, President, **EPRI**, Atlanta, VA  
Clayborne Pearson Campbell, President, **EPRI**, Atlanta, VA  
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Clayborne Pearson Campbell, President, **EPRI**, Atlanta, VA

## Coalition for NIST Funding

Dr. James P. Bruffler, Chicago, IL  
Frank Best, Director, **Emerging Technologies**, Bannockburn, IL  
SPE - The International Society for Optical Engineering, Bannockburn, IL

## Coalition for NIST Funding

Dr. Michael M. Rabin, I, Springfield, MA  
Dr. William J. Williams, Springfield, MA  
Dr. Steven M. Rabin, I, Springfield, MA  
Dr. William J. Williams, Springfield, MA  
Dr. Steven M. Rabin, I, Springfield, MA

## Coalition for NIST Funding

Dr. David Barnes, Associate Scientist Research, **Environmental Policy Research Institute** (formerly Institute for Public Policy and Business Research), University of Kansas, Lawrence, KS  
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## Coalition for NIST Funding

Dr. Ronald T. Logan, Chief Technical Officer and Founder, **Pharmabridge, Inc.**, Pasadena, CA  
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National Institute of Standards and Technology

NIST

# Support for NIST

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- Task Force on Future of American Innovation
  - Advocates more federal support for physical sciences and engineering
  - Supports 10-12% annual funding boost for NIST and 3 other departments/agencies
  - Major companies and associations on task force

# Measures of Success

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- More effective partnerships
- Greater awareness, appreciation and support
- More funding

# Dialogue

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- Is our message appropriate?
- Is our message effective?
- Are our outreach efforts effective?
- What have VCAT members learned from their own experiences?

